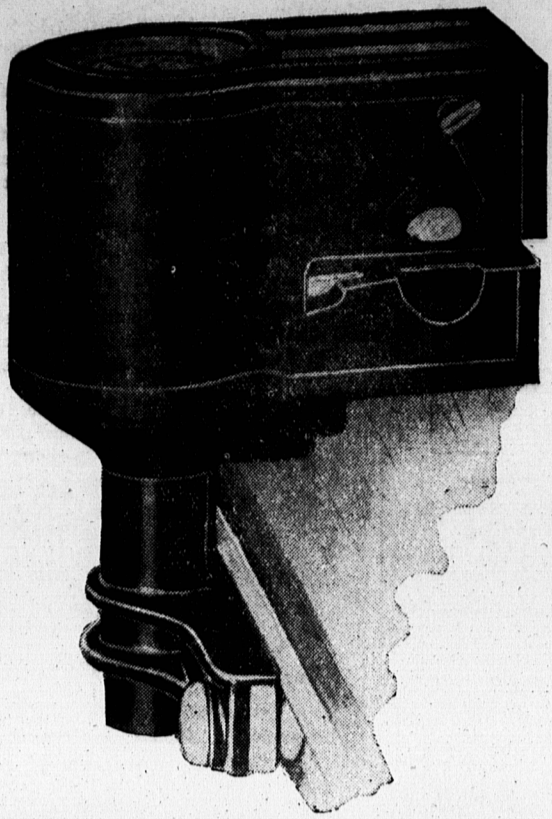


MOORE & McLEOD LTD

119-121 Queen St., Charlottetown



Another help toward better service to you

ALWAYS THIS STORE IS ON THE ALERT TO IMPROVE ITS SERVICE TO YOU. The latest addition to a long list of "betterments" is the installation of

THE MEASUREGRAPH

In the Silks and Dress Goods as well as the Wash Goods section you will find this little black enamelled iron stand with two spaces on top. One of these spaces looks like a clock face and the other like a multiplication table.

This device is called a "MEASUREGRAPH" and its purpose is to assist us in giving purchasers of yard goods, the exact measurement and charging them the correct price ON EVERY PURCHASE.

With the aid of the "Measuregraph," our people can measure any number of yards or any fraction, exactly to the eighth of an inch. They can tell you the exact cost of, say 11 3-8 yards of silk at \$2.56 a yard in an instant, and with absolute accuracy.

This means that you can be waited on more quickly than heretofore—a vital consideration in these busy times.

We couldn't improve the Merchandise so we Improved the Selling Method

Get Some of This All Wool Cheviot Serge \$4.50 for \$3.00

Did you see these in our Northern window? They're really interesting. Its just another case where this store is able to save you a lot of money on an extremely desirable article.

The Cheviot is all wool, good weight, 54 to 57 inches wide, it is shown in Black, Navy Blue, Myrtle, Seal, Burgundy, Paddy Green and Castor.

The regular price of this line is \$4.50. We are offering you choice of any color in the lot at \$3.00 per yard.

Mail orders will be filled in order as received, so long as any stock remains.

—Miss Olive Brennan who had spent this summer at the home of her parents, Mr. and Mrs. James Brennan, Elmsdale, has left for Boston where she will spend the winter.—H.

—Mr. and Mrs. Norman McLeod have returned to Summerside after spending their honeymoon trip to Montreal and Ottawa. Mr. and Mrs. McLeod will reside in Summerside.

—His many friends will be pleased to learn that Mr. Coral Crockett was enabled to return to his home after recently undergoing an operation for appendicitis in the P. C. Hospital.

—Mr. and Mrs. Lee McDonald and little son Leo, Mermaid, are spending a few holidays at the home of Mrs. McDonald's parents, Mr. and Mrs. Alex. Cameron, Milk Street.—H.

—Messrs. John Cameron and Leo Wedge of St. Dunstan's College, Charlottetown are visiting their home in Summerside.

—Mrs. and Mrs. Cyrus Brown and four children have returned from Campbellton, N. B., where they had resided for the last few years. Mr. Brown was brought back in a cot, having a bad attack of acute sciatica. His case is not considered serious.—H.

THE WESTERN GUARDIAN

—IT PAYS to buy in this Province. —SHOP FROM HOLMAN'S catalogue. 2046-5-22-27

—WRITE FOR HOLMAN'S prices on highest quality Gold Medal Smelt, Webs.

—WONDERFUL VALUE IN fur sets at \$35.00 for Bargain Week. Sinclair & Stewart Limited. 3785-10-27-21

—1 ONLY WOMAN'S SALTS SEAL PLUSH COAT size 40 with beaver collar. Regular \$165.00 for \$107.50 during the present week at Holman's, Summerside. 3797-10-27-21

—PATENT LEATHER OXFORDS for women only \$2.95 at Sinclair's for Bargain Week. 3785-10-27-21

—SEE OUR \$35.00 FUR SET. There's nothing like it for the price. Sinclair & Stewart Limited. 3785-10-27-21

—JUST THINK of a pair of patent leather Oxfords for \$2.95. We have them. Sinclair & Stewart Limited. 3785-10-27-21

—2 ONLY WOMAN'S SALTS SEAL PLUSH COATS with natural Opossum collar; size 38 and size 42 Regular \$124.00 for \$96.00 during the present week at Holman's, Summerside. 3797-10-27-21

—5 PIECES ONLY STRIPED FLANNELLETTE, 35 inches wide regular 50 cents value special for this week per yard 39 cents. Sinclair & Stewart Limited. 3785-10-27-21

—2 ONLY WOMAN'S BROWN SILVERTONE VELOUR Coats with brown Opossum collar; size 36 to 38. Regular \$101.75 for \$73.00 during the present week at Holman's, Summerside. 3797-10-27-21

—WELLINGTON SCHOOL.—Following is the Honor Roll for the month of Sept.—Theodore Gallant, Donald Arsenault, Thillie Barlow, Wanda Barlow; Laura Day, Mildred Ferguson, Isabelle Gallant, Aylward Barlow; Olive Gallant, Aloysius Cosgrove, Faustina Gaudet, Alta Gaudet, Irene Arsenault, Marie Arsenault, Helen Gallant, Florence Nugent, Marguerite Gallant, Alfred Gallant, Henry Arsenault, Laurence Pembroke, Malcolm Pembroke, Dorothy Barlow, Mildred Caputi, Marguerite Richard, Augustine Richard—STANDING.—GRADE 7—Theodore Gallant; GRADE 6—Laura Day, Donald Arsenault, Thillie Barlow, Wanda Barlow, Mildred Ferguson, Irene Arsenault, Aloysius Cosgrove; GRADE 5—Alta Gaudet, Faustina Gaudet, Isabelle Gallant, Florence Nugent; GRADE 4—Helen Gallant, Marie Arsenault; GRADE 3—Alfred Gallant, Marguerite Gallant; GRADE 2—Henry Arsenault, Mildred Caputi, Dorothy Barlow, Marguerite Richard, Augustine Richard. Summerside Journal please copy.

—AT BLOOMFIELD.—The Rev. William McLeod will conduct Divine Service in the hall at Bloomfield station on Friday evening 29th 7.30

—HYACINTHS, Daffodils, Tulips. Why buy bulbs of unknown quality when you can get the best at the same price. George Williams, Phone 60-4, Summerside. Oct. 18-19.

—4 ONLY WOMEN'S FAWN VELOUR CLOTH COATS with brown Opossum or black seal fur collar; size 38 and 40. Regular \$90.00 for \$73.00 during the present week at Holman's Summerside. 3797-10-27-21

—2 LADIES SALTS SEAL PLUSH Coats with Alaska Sable collar. One only size 40 and one only size 42. Regular \$159.00 for \$107.50 during the present week at Holman's Ltd. Summerside. 3797-10-27-21

—WORKING ON THE NEW WING.—Mr. R. T. Morrison plumber and his men have started the heating of the new wing of the P. C. Hospital and are now well under way.

—50 YARDS LADIES WINTER COATING IN GOOD weights. Cheap child or Nap Cloth; colors black, grey or navy. Also in dark green or fawn tweed mixtures. Regular value \$5.85 for per yard \$4.35 for this week only at R. T. Holman Ltd. Summerside. 3797-10-27-21

—TO EXPLAIN TAX.—Mr. G. W. Taylor, Assistant Deputy Minister of Inland Revenue, will address a meeting of merchants and others interested in the Summerside Board of Trade rooms tonight at 8 o'clock when details in connection with the new excise tax will be explained. It is hoped to have a large meeting.

—WILMOT VALLEY SCHOOL.—Below is the Honor Roll of Wilmot Valley School for month of September.—GRADE VII, Grace Sobey and Eliza Waite, equal, Lulu Curtis; GRADE VII, Jean Caseley, Myrtle Picketts, Gladys Picketts, Pearl Waite, Roy Simmons; GRADE IV, Sr., Sadie Waite, Jennie Hogg; GRADE IV, Jr., Therin Simmons, Myrtle Picketts, George Sobey, Willard Picketts, Ralph Hogg and Lily Hogg, equal; Frances Wright, Vera Wedge; GRADE III, Sr., Lillian Sabe and Catherine Clark, equal; GRADE III, Jr., Floyd Caseley; GRADE II, Lucy Hogg and Keith Waite, equal, Olive Jardine; GRADE I, Elmer Waugh, Horace Clark, Melbourne Sobey, John Burrows, George Hogg, Scott Campbell.

—The following pupils had perfect attendance during the months of August and September: Ralph Hogg, John Burrows, Myrtle Picketts, Gladys Picketts, Lucy Hogg, Lillian Hogg, Jennie Hogg, Catherine Clark, Lillian Sobey, George Hogg, Melbourne Sobey and Sadie Waite. Teacher, Vera Campbell.

—ALBERTON NOTES.—The Schar Malabar, Capt. D. Miller, which has been loaded for over a week with produce for Sydney, C. B., is still in port owing to adverse winds.

—The Alberton Lumber Co. has installed an up-to-date Shingle Mill, which makes this progressive firm one of the leaders in its line in the whole province.—Oysters are being taken in large quantities in the Kildare River. They are selling about \$3.75 per barrel.—Potatoes in surrounding districts on the whole have turned out fairly well. Most of the farmers have finished with their potatoes and now only turnips and fall ploughing remain.—Mr. F. R. Newson of Charlottetown was in town during the past week, looking over the potato situation.—Mr. J. F. Arnett of Rogers & Arnett and E. W. Manson of Wright & Manson, both of Summerside spent Friday and Saturday in town in the interest of their respective firms.—On the 14th inst. fire was discovered in the house owned by Mr. T. C. Bell in Church Street and occupied by Mr. John Myrick.—Messrs J. E. Berch, W. Tanton, W. R. Oulton and H. L. Rogers were about the first to be on the spot. The flames at this time were coming through the roof, but by using good judgment and getting at the fire through the attic, they soon had the blaze under control. The house had very close call as there was a stiff breeze blowing at the time and a few minutes more might have been too late. After the fire had been completely extinguished the celebrated Chemical Engine (our sole fire protection) was "thrown upon the canvas". It was transported thither by three prominent citizens but its services were not required. At this writing the Fire Extinguisher still decorates the lawn of Mr. Bell's home. E.

Stone Churns

in which to gather the cream as well as churn your butter

All sizes

Black & Co.

SUNNYSIDE

Constipation Cure

A druggist says: "For nearly thirty years I have commended the Extract of Roots, known as Mother Seigel's Curative Syrup, for the radical cure of constipation and indigestion. It is an old reliable remedy that never fails to do the work." 30 drops three daily. Get the Genuine, at druggists.



Remarkable Values IN Women's Suits and Coats

Women's Suits made in the latest styles for fall and winter wear in tricotine serges and gabardine, plain or fur trimmed in navy, brown or black. Prices range from \$35.00 to \$105.00. Another special line of Suits in tweeds and serges \$14.90 to \$25.00.

Women's Coats in exceedingly good values, all the latest shades and newest materials, plain or fur trimmed, sizes up to 44.

Price \$18.00, \$22.98, 38.98 up to \$125.00.

Children's winter coats from 6 to 14 yrs. price \$11.50 to \$18.98.

TRICOTINE and Serge Dresses

A splendid assortment of serge and tricotine dresses, embroidered in silks, yarns and braid in the many popular shades, plain or pleated skirts.

Prices range from \$17.98 to \$45 00.

Children's Dresses

In serges check and velvet in high waisted effects, fancy pipings of braid in sizes 4 to 14. Price \$2.75 to \$11.98.

Children's serge skirts pleated, 6 to 14 years, navy, price \$4.75.

Millinery for Everyneed

Correct Millinery gives to your new apparel the finishing touch it deserves and to the old alively touch of renewed youth. Our millinery modes at present include models for the street, sport, etc. Make your selection early.

PROWSE BROS LTD.

3744-10-2-31.

—Mr. Geo. W. Bell of Summerside left Saturday morning for Boston, Mass. on a short business trip.

—Mr. Norman McLeod and bride have returned from their wedding tour and have moved to their residence on Beaver Street. Both bride and groom are citizens of the town and their numerous friends unite in wishing the happy couple every prosperity.—H.

—Capt. J. Stewart, West Point, one of the most successful fishermen and traders of the South Side, sailed for his home on Friday after transacting his usual business for the last couple of days.—H.

New Rail Service To Pacific Coast

Canadian National Railways inaugurate New Fast Daily Service Between Montreal and Vancouver.—Luxurious Trains in Operation.

From all points in the Maritime Provinces there is the finest of through rail service to the Pacific Coast, via Canadian National Railways.

All that travel comfort can suggest, convey, or devise, is here for the traveller. The most modern of steel equipment—first class coaches, standard sleepers, tourist cars and luxurious compartments cars, are on the through trains between Montreal and Vancouver. The excellence of the connecting train from Eastern points, the "Ocean Limited," is known to all travellers. The new service from coast to coast is the best that any railway offers anywhere.

The Ocean Limited leaving Halifax at 8.10 a. m. daily, arrives in Montreal at 9.20 a. m. the day following. Connection is made with the splendid train operating under Canadian National and Grand Trunk management, leaving Bonaventure station at 5.00 p. m. This train, with its equipment of compartment cars, standard sleepers, standard diner, tourist and colonist cars, arrives at Ottawa at 8.00 p. m. and leaves at 8.20 p. m., is at

North Bay early the following morning. Port Arthur and Fort William are reached the morning of the day following and Winnipeg that evening. Leaving Winnipeg at 9.40 p. m., the journey to the coast is continued via Saskatoon, Edmonton, Jasper, Mount Robson and New Westminster and the train arrives at Vancouver at 9.00 a. m. the third day after leaving Winnipeg.

Leaving Halifax on Monday morning for instance the traveller arrives in Vancouver on Sunday morning, just six days and a night of travelling under the finest of travelling conditions.

Particulars of this new through service can be now supplied by all Canadian National Railway ticket agents. Rates can be quoted and

ECZEMA

you are not expert in treating when you use Dr. Chase's Ointment for Eczema and Skin Irritations. It relieves at once and gradually heals the skin. Sample box. Dr. Chase's Ointment free if you mention this paper and send 2c stamp for postage. 60c a box; all dealers or Edmondson, Bates & Co. Limited, Toronto.

Brace's Big Bargains FOR THIS WEEK ONLY

Best quality white sugar, former price 25 cents, now 17 cents per lb.

Extra Fancy Barbadoes Molasses, former price \$1.75, now \$1.48 per gallon.

Ceylon Pekoe Black Tea, former price 50 cents now 39 cents per lb.

High grade Rolled Oats, former price 7 1-2 cents, now 6 cents per lb.

P. E. I. Pure Fine Oatmeal, former price 7 1-2 cents now 6 cents per lb.

Pot Barley, new stock, former price 9 cents, now 6 cents per lb.

Currants, Cleaned, from Greece, former price 30 cents, now 25 cents per lb.

Extra quality Auto oil, former price \$1.75 now 99 cents per gallon.

We reserve the right to limit a quantity of any of the above articles.

A ticket given away free with every purchase of \$1.00

BRACE McKAY & CO. LTD.

Summerside. 3777-10-27-41.

Seamless Wedding Rings

Made Without joint and stamped "G. H. T." and fully guaranteed.

G. H. Taylor

Jeweler & Engraver
The Store for Waltham Watches